

EEO PUBLIC FILE REPORT
WBRC-TV Birmingham, AL
December 1, 2010 – November 30, 2011

Recruitment Sources Used For Full-Time Vacancies

The Master List of Recruitment Sources (Attachment A) includes a list of recruitment sources, indicating names, address, contact person and telephone number of each. Sources with an asterisk (*) denote organizations that requested notification of full-time job vacancies.

**Full-Time Positions Filled; Recruitment Sources Used (#'s in parenthesis)
[With Hiree's Recruitment Source in Brackets]**

Executive Producer (##1-19, 20, 23, 26-30, 33-36)	[Hiree # 23]
Asst News Director (##1-19, 20, 23, 26-30, 33-36)	[Hiree # 33]
Producer (##1-19, 20, 23, 26-30, 33-36)	[Hiree # 33]
Local Sales Manager (##1-19, 20, 23, 26-30, 31, 33-36)	[Hiree # 33]
Account Executive (##1-19, 20, 23, 26-30, 31, 33-36)	[Hiree # 18]
Producer (##1-19, 20, 23, 26-30, 33-36)	[Hiree # 18]
Account Executive (##1-19, 20, 23, 26-30, 31, 33-36)	[Hiree # 18]
Reporter (##1-19, 20, 23, 26-30, 33-36)	[Hiree # 33]
Account Executive (##1-19, 20-23, 26-30, 31, 33-36)	[Hiree # 18]
Community Web Producer (##1-19, 20, 23, 26-30, 33-36)	[Hiree # 33]
News Content Specialist/VJ (2 Openings) (##1-19, 20-23, 26-30, 33-36)	[Hiree # 18 & 18]
News Content Specialist (##1-19, 20-23, 26-30, 33-36)	[Hiree # 18]

Total Interviewees for all Full-Time Positions

(60) Sixty Interviewees

Number of Referrals from Sources Used

#18 (25 persons)
#19 (1 person)
#23 (7 persons)
#33 (20 persons)
#35 (1 person)
#36 (6 persons)

Supplemental Outreach Activities

FCC Menu Of Recruitment Initiative contains a brief description of activities from the *FCC Menu* of outreach initiatives undertaken during the period (usually the prior year), including station personnel involvement.

Attachment B

MASTER LIST OF RECRUITMENT SOURCES
12/01/2010 – 11/30/2011

(Sources with an asterisk (*) denote organizations that requested notification of full-time job vacancies.)

LOCAL COMMUNITY SOURCES (including name of contact person, address and phone number)

1. Carolyn Lewis, Alabama A&M University, PO Box 997, Normal, AL 35762, 256-372-5690
 2. Cindi McGee, Alabama Broadcasters Association, 2180 Parkway Lake Drive, Hoover, AL 35244, 205-982-5001, www.al-ba.com
 3. Ella Tucker, Alabama State University, 915 South Jackson Street, Montgomery, AL 36101, 334-229-4156
 4. Karen Allen, Auburn University, 400 Martin Hall, Auburn, AL 36849, 334-844-3864
 5. Peggy LoPresti, Birmingham Southern College, 900 Arkadelphia Road, Box 549010, Birmingham, AL, 35254, (205) 226-4719
 6. Marie C. Ottinger, Faulkner University, 5345 Atlanta Hwy., Montgomery AL, 36109, 334-386-7512
 7. Jacksonville State University, Bibb Graves Hall, Room 105, Jacksonville, AL 36265, 256-782-5484.
 8. Nancy Beauchamp, Jefferson State Community College, JC/LWH 216, Birmingham, AL 35242, 205-856-8588
 9. Dr. Kristie Rankin, Lawson State Community College, 3060 Wilson Rd SW, Birmingham, AL 35211, 205-929-3514
 10. Lisa Garrett, Samford University, Room 205, Ralph W. Beeson University Center, 800 Lakeshore Drive, Birmingham, AL 35229, 205-726-2980
 11. Allicia Pickett, Savannah College of Art and Design, 115 E York Street, Savannah, GA 31402, 912-525-4653, www.collegecentral.com/scad
 12. Talladega College, 627 West Battle Street, Seymour Hall-115, Talladega, AL 35160, 256-761-6274
 13. Anne Clark, Troy State University, Troy, AL 36082, 334-670-3217
 14. Joy Jones, University of Alabama at Birmingham, Career Services, 1400 University Boulevard, Hill University Center, Suite 532, Birmingham, AL 35294, 205-934-4324
 15. Leigh-Anne Doss, University of Alabama at Birmingham, Department of Communication Studies, 205-934-3877
 16. Evelyn Hendon, University of Alabama, 751 Campus Drive, 330 Ferguson Center, Tuscaloosa, AL 35487, 205-348-5848
 17. Ronda Arnold, University of South Alabama, Meisler Hall Suite 2100, 307 University Blvd. N, Mobile, AL 36688
 18. WBRC Website/Raycom Media Website, www.myfoxa1.com / www.careers.raycommedia.com
 19. WBRC on-air advertisement, WBRC-TV, 1720 Valley View Drive, Birmingham, AL 35209, 205-322-6666
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ADVERTISING SOURCES (Trades, Newspapers, Associations or Websites)

20. Alabama JobLink - <https://joblink.alabama.gov> and 3440 3rd Ave S, Birmingham, AL 35222
21. Creative Cow - <http://forums.creativecow.net/cowjobboard>
22. Sandy Lizik, Graeme Newell, <http://www.602communications.com>, slizik@602communications.com
23. TV Jobs, <http://www.tvjobs.com>
24. Mark Shilstone, Medialine, Box 51909, Pacific Grove, CA 93950, 800-237-8073, www.medialine.com
25. Karen Hunter, NAB Career Center, www.nab.org
26. National Association of Hispanic Journalist – <http://nahj.ihispano.com> and/or 1193 National Press Building, Washington, DC 20045
27. Asian American Journalist Association – 5 Third Street, Suite 1108, San Francisco, CA 94103
28. NAACP – Metro Birmingham Branch, PO Box 1268, Birmingham, AL 35203
29. Birmingham Association of Black Journalist – PO Box 185, Birmingham, AL 36107
30. National Association of Black Journalist – 8701 A Adelphi Road, Adelphi, MD 20783
31. Gene McKay, Spots-N-Dots, www.spotsndots.com, april@spotsndots.com
32. Birmingham News Paper – Nancy Bridgman
33. Referrals – Employees, Clients, Friends, Vendors
34. WBRC-TV Interns
35. Walk-Ins
36. Internal – WBRC & Raycom
37. Talent Agency

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES
WBRC-TV Birmingham, AL

Date(s) of Initiative Event(s): Continuous

Describe Nature of Initiative:

Student Intern Program

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

FOX6 offers an academic credit internship program for registered junior and senior college students, and graduate students year round.

Students will gain hands-on experience in the day-to-day operations of a fast-paced television environment.

Internships in the News Department will involve assisting the news staff with compiling packets of information, answering phones and other duties that will be useful in the news gathering process. This internship may include some field experience with News Reporters to cover developing stories. Interns are expected to assist producers with researching, scanning wires, and preparing news packets for News Anchors. Additionally, interns will assist Assignment Desk Editors and News Producers with phone calls to assist in the development of stories, as well as filing press releases, sorting scripts and writing practice scripts as needed.

Fall 2010 – 3 interns (News)

Spring 2011 – 3 interns (News)

Summer 2011 – 3 interns (News)

Fall 2011 – 7 interns (News)

Students come from a variety of schools.

Names of Station Personnel involved in Initiative:

Lantz Croft – Assistant News Director
Felicia Rylee – Admin Asst/Internship Coordinator
Various news department employees

**DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES
WBRC-TV Birmingham, AL**

Date(s) of Initiative Event(s): April 6, 2011

Describe Nature of Initiative:

Kids & Jobs Program

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Each spring, Birmingham youth are invited to apply for age-appropriate employment opportunities through the Kids & Jobs Program. Students between the ages of 14 and 25 are put to work in public, private and nonprofit sectors of the business community. Youth who are hired through the program go to work during the summer months.

The program gives student the readiness needed to succeed in their future careers.

Sponsored by City of Birmingham Mayor's Office Division of Youth Services

This year, WBRC housed two of the participants in the news department. They were students interested in the news industry.

Names of Station Personnel involved in Initiative:

Steve Crocker - Reporter
Lantz Croft – Assistant News Director
Various content department employees

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES
WBRC-TV Birmingham, AL

Date(s) of Initiative Event(s): December 7 & 8, 2010

Describe Nature of Initiative:

Training to management level personnel regarding equal employment opportunity and discrimination prevention.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

A webinar conducted through Raycom Media. The course covered discrimination, hiring, interviewing and equal employment requirements.

Names of Station Personnel involved in Initiative:

Jim Heinrich, Marketing Director; David Kelley – Promotion Manager; Dave Duncan, GSM; David Crouch, LSM; Michelle Brown, Traffic Manager; Joseph Dabbs – Internet Sales Director; James Finch, News Director; Lantz Croft, Operations Manager; Jeff Shackelford, Assignment Desk Supervisor; Jason Brown – Executive Producer; Anthony Moore – Chief Photographer; Angie Bierley, Producer; Dennis Washington, Senior Web Producer; Andy Cook, Chief Engineer; Kermit McCord, Engineering Supervisor; Donnie Hill – Assistant Chief Engineer; Lou Kirchen, GM
Felicia Rylee – Admin Assistant/EEOC Coordinator

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES
WBRC-TV Birmingham, AL

Date(s) of Initiative Event(s): Continuous

Describe Nature of Initiative:

Broadcasting of WBRC current job openings

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

WBRC airs the below promo daily to allow viewers the opportunity to see all current job openings.

"WBRC is an equal opportunity employer and from time to time has open positions at the station. If you are interested in additional details about the current openings, please visit our website at myfoxa1.com or send your resume to the address on the screen."

All open positions and the mailing address of the station are listed on the promo.

Names of Station Personnel involved in Initiative:

David Kelley – Sr. Marketing Producer; Felicia Rylee – Admin Assistant/EEOC Coordinator;
Michelle Brown – Traffic Director

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES
WBRC-TV Birmingham, AL

Date(s) of Initiative Event(s): Continuous

Describe Nature of Initiative:

Broadcasting of outreach recruitment to local organization regarding job openings

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

WBRC airs the below promo recruiting organization who would like to receive our job openings.

"WBRC-TV, a Raycom Media station, is committed to a broad applicant recruiting outreach program in our continuing efforts to represent our diverse community. If your organization is interested in becoming part of our recruitment list, and you distribute job information or can provide referrals as part of your regular activity, we would like to hear from you. We will notify you of each full-time opening and ask you to refer individuals to us for consideration. Send your request to the address below. Mail to: WBRC HR, PO Box 6, Birmingham, AL 35201"

Names of Station Personnel involved in Initiative:

Felicia Rylee – Admin Assistant/EEOC Coordinator; Michelle Brown – Traffic Director

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES
WBRC-TV Birmingham, AL

Date(s) of Initiative Event(s): September 20, 2011

Describe Nature of Initiative:

Career Fair

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Attended career fair at University of Alabama Birmingham. Spoke with attendees about current full time, part time and internship opportunities.

Names of Station Personnel involved in Initiative:

Felicia Rylee – Admin Asst/EEOC Coordinator; David Crouch - LSM

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES
WBRC-TV Birmingham, AL

Date(s) of Initiative Event(s): August 2011

Describe Nature of Initiative:

Employee Notification of Equal Employment and Harassment Policies

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

The company's EEO and Non-Harassment Policies were emailed to all station personnel. The policy was posted on station bulletin board.

Names of Station Personnel involved in Initiative:

Lou Kirchen – GM
Felicia Rylee – Admin Assistant/EEOC Coordinator

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES
WBRC-TV Birmingham, AL

Date(s) of Initiative Event(s): November 8 & 10, 2011

Describe Nature of Initiative:

Career Fair

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Attended two career fairs at Jefferson State Community College (Jefferson and Shelby County campuses). Spoke with attendees about current full time, part time and internship opportunities.

Names of Station Personnel involved in Initiative:

Felicia Rylee – Admin Asst/EEOC Coordinator